

Message Text

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PAGE 01 MONTEV 01640 01 OF 03 291656Z POSS DUPE
ACTION EB-08

INFO OCT-01 ARA-10 ISO-00 COME-00 MMO-04 PER-03 ABF-01
/027 W

-----301439Z 055286 /42

R 291604Z APR 77
FM AMEMBASSY MONTEVIDEO
TO SECSTATE WASHDC 3747

UNCLAS SECTION 1 OF 3 MONTEVIDEO 1640

FOR EB/OCA AND ARA/ECP COMMERCIAL COORDINATOR

E.O. 11652: N/A
TAGS: BEXP, AFPS, UY
SUBJ: PROJECTED FY 78 COMMERCIAL ACTION PROGRAM

REF: (A) STATE A-1111, (B) 76 STATE 232591

1. INTRODUCTORY NOTE: EMBASSY WELCOMES INITIATIVE DESCRIBED
REFAIR AND BELIEVES INCLUSION OF FINANCIAL AND PERSONNEL DATA IN
CAP SUBMISSIONS IS LOGICAL STEP IN CONSIDERING RESOURCE ALLOCATION
FOR POSTS WHOSE TRADE VOLUME DOES NOT JUSTIFY THE FULL CCP
PROCESS. INTRODUCTORY DESCRIPTION OF COMMERCIAL SETTING ALSO
SEEMS USEFUL FOR WASHINGTON END-USERS. IN ORDER TO AVOID
DUPLICATION, SECTION III BELOW CAN ALSO SERVE AS THE MID-YEAR
PROGRESS REPORT REQUESTED BY REF (B).

2. FOLLOWING IS PROJECTED CAP:

SECTION I - THE COMMERCIAL SETTING

THE FY 78 COMMERCIAL ACTION PROGRAM IS BASED ON REASONABLE
CONTINUED PROGRESS IN THE REFORM OF URUGUAY'S ECONOMIC
SYSTEM. TRADE LIBERALIZATION, AN UNCONVENTIONAL APPROACH FOR
A COUNTRY WITH A HISTORY OF BALANCE OF PAYMENTS PROBLEMS, IS
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JUSTIFIED ON THE BASIS OF PROVIDING EXPORT ORIENTED INDUSTRIES
WITH THE MEANS TO DEVELOP.

TO EQUIP THESE NEW OR EXPANDING INDUSTRIES, THERE IS A
GROWING MARKET FOR FISHING TRAWLERS AND EQUIPMENT, REFRIGERA-
TION PLANTS, FOOD PROCESSING AND PACKAGING MACHINERY AS WELL
AS EQUIPMENT FOR THE LARGE INFRASTRUCTURE PROJECTS PLANNED OR

NOW UNDERWAY. THESE ARE THE AREAS THE GOU HOPES WILL DEVELOP RAPIDLY. THEY ARE RECEIVING PRIORITY TREATMENT AND THE MAJORITY SHARE OF AVAILABLE INTERNATIONAL AND LOCAL CREDIT FACILITIES.

IN THE LONG RUN US SUPPLIERS WILL FACE INCREASING COMPETITION FROM BRAZIL AND ARGENTINA. IN ADDITION TO ADVANTAGES OF GEOGRAPHICAL PROXIMITY, OFFER LOWER IMPORT DUTIES AND CLOSE SOCIAL AND CULTURAL TIES, THOSE COUNTRIES OFFER FAVORABLE EXPORT FINANCING. AS IMPORT LIBERALIZATION CONTINUES, HOWEVER, OPPORTUNITIES FOR A WIDER RANGE OF US EXPORTS WILL BE ENHANCED AND US ABILITY TO PROVIDE MORE ADVANCED TECHNOLOGY ALONG WITH THE INTERNATIONAL FINANCING AVAILABLE WILL OFFSET OUR DISADVANTAGES. CAP ACTIONS ARE FOCUSED ON THESE NEW MARKET AREAS RATHER THAN ON ATTEMPTS TO INCREASE OUR TRADITIONAL EXPORTS (CHEMICALS CAPITAL EQUIPMENT AND RAW MATERIALS) WHICH WILL GROW IN PROPORTION TO URUGUAY'S ECONOMIC RECOVERY.

URUGUAY'S IMPORTS FROM THE US DOUBLED IN THE 1972-1975 PERIOD AND CONTINUED TO GROW IN 1976. THE CAP PLACES PRIORITY ON GROWTH AREAS WHERE THE REALISTIC POSSIBILITIES PRESENTED BY THE GRADUAL IMPROVEMENT OF THE URUGUAYAN ECONOMY OFFER GREATEST OPPORTUNITY FOR INCREASED EXPORTS.

SECTION II - PERSONAL RESOURCES

THE COUNTRY COMMERCIAL ACTION GROUP (CCAG) FOR URUGUAY IS CHAIRED BY THE DCM AND INCLUDES THE ECON/COMMERCIAL SECTION CHIEF, THE COMMERCIAL ATTACHE, THE PUBLIC AFFAIRS OFFICER, THE UNCLASSIFIED

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AID REPRESENTATIVE AND THE AGRICULTURAL ATTACHE (RESIDENT IN BUENOS AIRES). MEETING ARE HELD QUARTERLY AND INFORMAL CONSULTATIONS ARE A MATTER OF ROUTINE, GIVEN THE SMALL SIZE OF THE POST. USIS AND AID SUPPORT FOR CAP EFFORTS IS ESPECIALLY STRONG AND THEIR PARTICIPATION IS COORDINATED BY THE CCAG, AS IS THAT OF OTHER MISSION ELEMENTS. IMPLEMENTATION OF THE CAP IS THE PRIMARY RESPONSIBILITY OF THE COMMERCIAL UNIT OF THE EMBASSY CONSISTING OF THE AMERICAN COMMERCIAL ATTACHE, TWO LOCAL COMMERCIAL SPECIALISTS AND THE SERVICES (HALF-TIME) OF A LOCAL SECRETARY.

ABOLITION OF THE COMMERCIAL UNIT SECRETARIAL POSITION IN LATE 1975, IN SPITE OF THE STRONG OBJECTIONS OF THE EMBASSY AND THE RECOMMENDATIONS OF THE THEN RECENTLY COMPLETED INSPECTION, HAD THE EFFECTS THEN FORESEEN. COMMERCIAL ACTIVITIES, WHETHER MEASURED BY DOLLAR VOLUME, PHONE CALLS RECEIVED, LETTERS ANSWERED OR OTHER DEMANDS ON TIME, HAVE INCREASED SIGNIFICANTLY. THE HALF-TIME SECRETARY, WHILE ASSURING THAT LETTERS, CABLES AND AIRGRAMS ARE DONE, IS NOT ABLE TO ALLEVIATE THE INCREASED WORKLOAD. OVERFLOW PHONE CALLS, FOR EXAMPLE, THAT ONE COMMERCIAL

SPECIALIST IS UNABLE TO HANDLE, ARE TAKEN BY THE OTHER, AND OFTEN BY THE COMMERCIAL ATTACHE. THIS SITUATION HAS ALSO AFFECTED ABILITY TO COMPLETE CAP ACTIONS IN SOME CASES. IN ONE AVERAGE WEEK DURING WHICH STATISTICS WERE KEPT THE COMMERCIAL UNIT RECEIVED 112 PHONE CALLS AND 58 VISITORS WITH QUESTIONS. WHILE CONTACT WITH THE PUBLIC IS DESIRABLE, USING THE SENIOR COMMERCIAL SPECIALIST OR THE ATTACHE TO PROVIDE TELEPHONE BOOK ADDRESSES DOES NOT APPEAR TO BE THE BEST USE OF PERSONNEL. BECAUSE OF THIS, THE CAAG RECOMMENDS THAT, SHOULD FURTHER POSITIONS BECOME AVAILABLE, THE COMMERCIAL LOCAL SECRETARY POSITION BE RE-ESTABLISHED.

SECTION III - REVIEW OF FY 77 COMMERCIAL ACTIVITIES

PROGRESS IN IMPLEMENTING THE FY 77 CAP (SUBMITTED IN 76 MONTEVIDEO A-98) DURING THE FIRST SIX MONTHS OF FY 77 HAS BEEN

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ACTION EB-07

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R 291604Z APR 77

FM AMEMBASSY MONTEVIDEO

TO SECSTATE WASHDC 3748

UNCLAS SECTION 2 OF 3 MONTEVIDEO 1640

C O R R E C T E D C O P Y (TEXT)

FOR: EB/OCA AND ARA/ECP COMMERCIAL COORDINATOR

SATISFACTORY, ALTHOUGH ONGOING DAILY ACTIVITIES HAVE DELAYED WORK ON SOME PROJECTS. ALL ACTIONS SCHEDULED FOR COMPLETION TO DATE HAVE BEEN ACCOMPLISHED, OR ARE WELL ALONG IN PROGRESS. THE CAP, BY ORGANIZING PRIORITIES, HAS PROVIDED A FLEXIBLE PLANNING VEHICLE THAT HAS ENABLED THE MORE EFFICIENT USE AND COORDINATION OF ALL MISSION ELEMENTS IN FURTHERING TRADE EXPANSION GOALS.

FOLLOWING IS A STATUS REPORT (REF B).

CAMPAIGN ONE - FOOD PROCESSING AND PACKAGING MACHINERY.

ACTION ONE. THE CATALOGUE SHOW WAS DEFERRED WHILE AID EXPLORED

THE POSSIBILITY OF HOLDING A JOINT SEMINAR ON FOOD PROCESSING WITH THE WORLD BANK. SUCH A SEMINAR WOULD HAVE INCREASED INTERESTQD IN THE SHOW. RECENT GOU ACTION RESTRICTING AID ACTIVITIES CAUSED ABANDONMENT OF PLANS FOR THE JOINT SEMINAR. THE CAG WILL CONSIDER THE MOST APPROPRIATE METHOD OF PRESENTING THE SHOW.

ACTION TWO. COMPLETED. FOREIGN BUYER ATTENDANCE AT SEVERAL SHOWS RELATING TO FOOD PROCESSING WAS SUCCESSFULLY PROMOTED THROUGH THE COMMERCIAL NEWSLETTER, DIRECT MAILINGS AND USIS PLACEMENT OF NEWS ARTICLES.
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ACTION THREE. COMPLETED. MONTEVIDEO A-21 ENCLOSED A REVLRT ON AGRIBUSINESS PROSPECTS IN URUGUAY SUITABLE FOR REPRODUCTION AND USE AS A HANDOUT.

ACTION FOUR. THE CCAG HAS DEFERRED CONSIDERATION OF WHETHER TO SUBMIT A MARKET SURVEY FOR THE FOOD PROCESSING INDUSTRY UNTIL THE NEXT CAP SUBMISSION. MARKET SURVEYS HAVE ALREADY BEEN SUBMITTED FOR MORE ACTIVE FISHING AND MEAT PACKING INDUSTRIES AND RESEARCH UNDERTAKEN FOR ACTION THREE INDICATES THAT SCARCE RESOURCES ARE BETTER EMPLOYED COMPLETING OTHER FY 77 CAP ACTIONS. THE AGRIBUSINESS REPORT ALSO PROVIDES INFORMATION OF INTEREST RELATED TO THIS SECTOR. PROMOTION OF US EQUIPMENT WILL BE MADE THROUGH DIRECT CONTACTS WITH MAJOR BUYERS AND SERVICES OF THE FOREIGN BUYER PROGRAM, AS WAS DONE WITH RECENT TRIP TO US OF CALFORU BUYERS (76 MONTEVIDEO 4373) WHO ARE NOW PREPARING PURCHASE OF AMERICAN EQUIPMENT WORTH OVER \$1 MILLION.

ACTION FIVE. THE PLANNED IDB \$15 MILLION LOAN FOR MODERNIZATION AND EXPANSION OF THE MEAT PACKING INDUSTRY IS PENDING APPROVAL BY THE GOU. AS NOTED IN THE CAP, URUGUAYAN FIRMS ARE SOPHISTICATED AND KNOWLEDGEABLE ABOUT US EQUIPMENT. SEEKING TRADE OPPORTUNITIES DOES NO INVOLVE SO MUCH TRADE PROMOTION AS IT REQUIRES REMAINING ALERT TO INDUSTRY NEEDS AND PROBLEMS THROUGH PLANT VISITS AND CLOSE COOPERATION WITH THE APHIS REGIONAL VETERINARIAN. ONE PLANT HAS RECENTLY PURCHASED EQUIPMENT, INCLUDING FROM THE US, FOR A COOKED/FROZEN LINE AND SIGNED A LETTER OF INTENT WITH AN AMERICAN FROZEN FOOD COMPANY FOR THE SALE OF ITS PRODUCTION. ANOTHER IS NOW OPENING A LETTER OF CREDIT FOR OVER \$800,000 OF US COOLING AND OTHER EQUIPMENT. IN COMPLETING THIS ACTION USDOC'S FOREIGN BUYER PROGRAM (76 MONTEVIDEO 4038) HAS BEEN ESPECIALLY HELPFUL IN MAKING ARRANGEMENTS FOR THESE BUYING VISITORS.

CAMPAIGN TWO - THE FISHING INDUSTRY
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ACTION ONE. COMPLETED. INFORMATION FOR INCLUSION IN A FISHERIES LEAFLET WAS FORWARDED TO THE NATIONAL MARINE FISHERIES SERVICE. PUBLICATION IS EXPECTED SHORTLY. THIS REPORT IS LIKELY TO GENERATE RENEWED INTEREST IN THIS MARKET AS IT WILL BE DISTRIBUTED TO INTERESTED INDUSTRY EXPORTERS AND IMPORTERS. ONE LARGE US FISH BUYER HAS ALREADY VISITED URUGUAY, SPECIFICALLY BASED ON HIS HAVING SEEN A DRAFT OF THE FINAL REPORT.

ACTION TWO. THE GOU WITHDREW ITS REQUEST TO THE IDB FOR A LOAN TO THE FISHING INDUSTRY. SALES PROSPECTS FOR US FISHING VESSELS WILL THEREFORE CONTINUE TO BE ADVERSELY CONDITIONED BY THE AVAILABILITY OF ATTRACTIVE ARGENTINE AND BRAZILIAN FINANCING. ONE SALES AGENT FOR A US SHIPYARD COMMENTED THAT HAD THE IDB LOAN BEEN APPROVED HE HAD "SURE" SALES FOR FIVE VESSELS AND NOW HOPES TO COMPLETE THESE SALES WITH EXIM OR COMMERCIAL BANK SUPPORT.

ACTION THREE. COMPLETED. SEVERAL PERSONS WHO TRAVELLED TO FISH EXPO 76 COMMENTED THAT THEY DID SO AS A DIRECT RESULT OF BECOMING AWARE OF THE SHOW THROUGH EMBASSY PROMOTION EFFORTS. THE CCAG HAS DETERMINED TO PUBLICIZE FISH EXPO 77, TO BE HELD OCTOBER 14-17 IN SEATTLE AS ACTION FOUR OF THIS CAMPAIGN.

CAMPAIGN THREE. COMMERCIAL REFERENCE FACILITIES.

ACTION ONE. BECAUSE OF THE PROBLEMS DESCRIBED IN SECTION TWO, COMPIILATION OF INFORMATION REQUIRED FOR SUBMISSION OF A DRAFT OBR IS TAKING LONGER THAN EXPECTED. BASIC INFORMATION HAS BEEN ACCUMULATED AND IS NOW BEING REDRAFTED.

ACTION TWO. WORK ON UPDATING THE AGENCY INDEX FILE CONTINUES.

ACTION THREE. THE FOOD PROCESSING INDUSTRY CATALOGUES HAVE BEEN PLACED ON PERMANENT DISPLAY IN THE COMMERCIAL LIBRARY
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WHERE THEY HAVE BEEN USED BY A NUMBER OF POTENTIAL BUYERS.

ACTION FOUR. A GENERAL REVISION AND UPDATING OF THE COMMERCIAL LIBRARY HAS BEEN COMPLETED THAT INCLUDED OBTAINING NEW, MORE ATTRACTIVE SHELVES, CANCELLATION OF SOME SUBSCRIPTIONS AND PURCHASJUOF NEW MATERIAL.

ACTION FIVE. THE SENIOR FSL WAS NOMINATED FOR THE STATESIDE

TRAINING PROGRAM BUT UNFORTUNATELY NOT CHOSEN.

CAMPAIGN FOUR. HOSPITAL AND HEALTH CARE EQUIPMENT.

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ACTION EB-08

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R 291604Z APR 77 ZDK
FM AMEMBASSY MONTEVIDEO
TO SECSTATE WASHDC 3749

UNCLAS SECTION 3 OF 3 MONTEVIDEO 1640

ACTION ONE. INVESTIGATION OF TRADE OPPORTUNITIES IN THIS SECTOR
WAS CARRIED OUT AND THE CCAG DETERMINED THAT A FULL MARKET SURVEY
IS NOT WARRANTED. HOWEVER, A MINI-SURVEY DESCRIBING POTENTIAL
TRADE OPPORTUNITIES HAS BEEN SUBMITTED (MONTEVIDEO A-98).

SURVEY CAMPAIGNS.

ACTION ONE. THERE HAVE NOT YET BEEN SUFFICIENT DEVELOPMENTS
SINCE SUBMISSION OF 75 MONTEVIDEO A-158 TO REQUIRE A FURTHER
REPORT. COMMERCIAL UNIT WILL CONTINUE TO MONITOR THIS PROJECT
AND ASSESS EXPORT OPPORTUNITIES WHEN NEW INFORMATION BECOMES
AVAILABLE.

ACTION TWO. COMPLETED. AN EARLY WARNING DESCRIBING THE PASO
SEVERINO PROJECT AND PROVIDING RECOMMENDATIONS FOR US SUPPLIERS
WAS SUBMITTED BY MONTEVIDEO A-01.

ACTION THREE. INFORMATION NOW AVAILABLE INDICATES THAT THIS
PROJECT NO LONGER WARRANTS INTEREST ON THE PART OF US EXPORTERS.
FINANCING TIED TO SPANISH EQUIPMENT HAS APPARENTLY BEEN OBTAINED.
ACTION FOUR. A US FIRM IS BEING CONTRACTED TO DESIGN THE NEW
SEWAGE SYSTEM. THE EMBASSY WILL MAINTAIN CONTACT WITH CITY
OFFICIALS AND REPORT WHEN FURTHER INFORMATION IS AVAILABLE.

ACTION FIVE. COMPLETED. MONTEVIDEO A-31 PROVIDED THE MOST
RECENT DEVELOPMENTS.

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SECTION IV. CAMPAIGNS AND OTHER SPECIAL EFFORTS.

EMBASSY DOES NOT WISH TO SUBMIT A DETAILED CAP NOW BECAUSE FY 77 IS ONLY HALF OVER AND, AS THE INCUMBENT COMMERCIAL ATTACHE IS LEAVING POST SHORTLY, IT WOULD SEEM APPROPRIATE TO LET THE NEW ATTACHE PUT HIS IMPRINT ON THE CAMPAIGN HE WILL ADMINISTER. HOWEVER, IT IS CLEAR, AND IN LINE WITH SECTION I, THAT THOSE AREAS WHICH HAVE BEEN IDENTIFIED FOR PREVIOUS CAPS WILL CONTINUE TO WARRANT OUR INTEREST.

THE FOOD PROCESSING AND FISHING INDUSTRIES WILL OFFER GROWING TRADE OPPORTUNITIES AND WILL BE PURSUED THROUGH SPECIALIZED REPORTS AND THE PROMOTION OF INDUSTRY TRADE SHOWS. THE FOREIGN BUYERS PROGRAM, TAILORED TO INDIVIDUALS RATHER THAN GROUPS, HAS BEEN VERY EFFECTIVE HERE AND SHOULD CONTINUE TO PROVIDE VALUABLE SUPPORT. A CLOSER EXAMINATION OF THE EQUIPMENT NEEDS OF URUGUAY'S TEXTILE INDUSTRY INCLUDING TOPS, SPINNING AND FABRICS SECTORS, ALSO SEEMS CALLED FOR. SPECIAL ATTENTION WILL BE PAID TO THOSE MANUFACTURERS OF MEN'S SUITS WHOSE EXPORTS TO THE US ARE RAPIDLY INCREASING AND WHO ARE PLANNING EXPANSION.

SPECIAL EFFORTS WILL ALSO FOLLOW THE COUNTRY'S MAJOR INFRASTRUCTURE PROJECTS, AS HAS BEEN DONE IN PREVIOUS YEARS, IN ORDER TO ALERT US EQUIPMENT SUPPLIERS AND PROVIDE RECOMMENDATIONS ON THE BEST WAY TO TAKE ADVANTAGE OF THIS MARKET. A REPORT ON THE COUNTRY'S PLANS FOR EXPANSION AND IMPROVEMENT OF ITS ELECTRICAL TRANSMISSION SYSTEM WILL BE INCLUDED.

SECTION V. FINANCIAL RESOURCES SCHEDULE.

FY-76(ACTUAL) FY-77(EST.) FY-78(RE
QUEST)
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II -----

COMMERCIAL REPRESENTATION	1,000	1,000	1,000
COMMERCIAL TRAVEL 1/	--	250	250
CONTRACT SERVICES OF WHICH:			
A) WTDR SUPPORT	525	568	600
B) PRINTING - NEWSLETTER	900	1,000	1,100

C) OTHER (LAFTA CONTRACT) 2/	2,106	4,755	5,000
COMMERCIAL LIBRARY	987	1,232	1,400
OTHER (INCL. POSTAGE)	--	--	--
 TOTAL	 5,518	 8,805	 9,350

1/ NO FUNDS WERE USED FOR COMMERCIAL TRAVEL IN FY-76 FOR REASONS NOT LIKELY TO RECUR, I.E. TRIPS CANCELLED FOR ILLNESS, OTHERS MADE WITH NO EXPENSES INCURRED BY USG. IN ADDITION, PRIMARY MARKET AREA IN URUGUAY IS MONTEVIDEO WITH OVER 50 PERCENT OF THE COUNTRY'S POPULATION.

2/ CONTRACT EMPLOYEE (76 STATE 63603, 76 MONTEVIDEO 864). PAID IN PESOS. ESTIMATES MADE DO NOT INCLUDE PROBABLE PESO DEVALUATIONS WHICH WILL HAVE EFFECT OF LOWERING ACTUAL DOLLAR COST OF CONTRACT SIGNIFICANTLY, PROBABLY TO VERY NEAR FY-76 ACTUAL COSTS.
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Message Attributes

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Sent Date: 29-Apr-1977 12:00:00 am
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Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
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Disposition Date: 01-Jan-1960 12:00:00 am
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Enclosure: n/a
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